

SOCIAL MEDIA POLICY

This policy applies to faculty, staff and students who manage and participate in a Wofford-affiliated social media account.

Account holders

Departmental social media accounts must be set up using your departments Wofford.edu address as the administrator. (For example: marketing@wofford.edu, admission@wofford.edu, etc.). Using a personal email account, Wofford.edu or other, is not allowed for college-affiliated accounts.

For student organizations, the administrator email for the account must be affiliated with a college office, such as Campus Life and Student Development, Office of Diversity and Inclusion, Wofford Soccer, etc. While this does involve providing a college staff member access to the accounts, the office and/or staff member will not be responsible for posting to your account. This is strictly to provide continuity with the account associated with Wofford.

A list of account administrators and editors, along with their email, office phone and cell phone numbers, for all of your accounts, must be kept on file with the Office of Marketing and Communication. Please notify marketing@wofford.edu of any changes to the administrators of your account when they occur. It is the responsibility of the owner(s) of the social media account to actively monitor the site.

While you may share account log-in information with your student workers, students cannot be owners or administrators of Wofford-affiliated social media accounts.

Confidentiality

Familiarize yourself with the rules regarding online privacy, as well as FERPA, HIPPA and the NCAA, if applicable, so you are aware of the liability involved with these rules.

<https://www.wofford.edu/about/privacypolicy>.

Copyrights and fair use

Do not use photos or artwork from the internet unless it is clearly marked “free-use.” Do not use photos or artwork from individuals unless they have given you written permission to use. Be respectful of copyrights. Wofford College’s SmugMug account, <https://woffordcollege.smugmug.com/>, is available as a source of photos.

Use of the Wofford name and logos must follow the brand standards, which can be found here: <https://indd.adobe.com/view/7d593855-13eb-4432-b5aa-5791c6425cc8> and <https://indd.adobe.com/view/ddc43d70-fdf0-43b1-8a78-82da9106cde4>.

The social media posts for your page(s) should reflect the voice of your office, club or organization. Your posts should not indicate that you are speaking on behalf of the college. Wofford's mission and core values [link] should be at the core of all messages. Wofford College social media platforms should not be used to endorse outside products, businesses, causes, people, political candidates or organizations.

Emergency and crisis situations

During a crisis or emergency when the college activates a RAVE Alert, all college social media accounts should share only the information provided by the main college social accounts:

facebook.com/woffordcollege/

instagram.com/woffordcollege/

twitter.com/woffordcollege

linkedin.com/school/wofford-college/

Remove any scheduled posts and refrain from posting until the crisis is resolved. Posting information that does not come from official college sources can lead to the spread of false and confusing information. Refer inquiries you receive to the Office of Marketing and Communication.

World, national, regional and local events

When there is a crisis that affects the world, the nation, our region or community, make sure that you are not posting material that may come across as insensitive or unaware. Take the time to evaluate your social media plans for the coming days or weeks during any crisis, even if it is happening outside of the Wofford community.

If you are contacted by a member of the media (print, television, radio, online) regarding a post on your page, please contact the Office of Marketing and Communication before responding.

Helpful hints for your social media accounts

- Have a plan/schedule/calendar.
- Post frequently using interesting and engaging content that pertains specifically to your audience. (Note that photos of Wofford students are always a good choice!)
- Include links back to Wofford.edu as often as possible.
- Take steps to ensure the accuracy of your content. Have several people read over it before you post.
- Be respectful of commenters, even if you disagree with them (see standards related to each social media platform). Do not engage or argue with commenters. If they post a complaint, it may be best to address it offline, through a direct message.
- Monitor your page(s) and reply promptly to any direct messages.